LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
Ad No. S-3203 – Stop Watch – Req. No. 11575 – B&W Bleed – 8½x11 – Supermarkets – 75 (A)
Printed in U.S.A.

Every minute Philip Morris brands are off the shelf, you're losing sales.

Last year, more than two of every three additional cigarette sales made by Supermarket operators were Philip Morris brands. Our total gain was *more than twice* that of the rest of the industry *combined*.

Growth like this affects your sales and profits. It tells you how important it is to keep Philip Morris brands fully in stock at every location, all the time.

Cigarettes account for a large share of your total volume; proper inventory control is vital. Check your Philip Morris order. Make sure it's up to date with our growth.

Here's the score* for '74:
Gains in Domestic Cigarette Consumption Over 1973

Total Industry	+ 14.91 billion
Philip Morris USA	+ 10.29 billion
Rest of Industry	+ 4.62 billion

*Source: 1974 Maxwell Report, Revised Estimate, January 30, 1975. Courtesy of Maxwell Div. of Wheat, First Securities, Inc.

The Profit Makers come from
Philip Morris USA

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Source: https://www.industrydocuments.ucsf.edu/docs/ykhx0001
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